

DETERMINANTS OF SMALLHOLDER FARMER MARKET CHOICES: A CASE OF ORGANIC PINEAPPLE MARKETS IN UGANDA

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1. INTRODUCTION

Uganda's organic pineapple production is driven by the export market premium prices (UNCTAD, 2008). However, there exists a market failure whereby, despite the fact that farmers have contracts with organic export companies, the farmers do not always sell all their pineapples to the latter but also to other market outlets, thus the need to empirically establish the institutional setups of the organic export companies and the factors that influence farmers' market choices.

2. OBJECTIVES

To assess the institutional setups and management techniques of organic pineapple export companies in Uganda

3. STUDY DESCRIPTION AND METHODS

Study districts:

- Kayunga and Luwero: purposively selected for being the leading pineapple producers in Uganda hence representing the country in general
- Study type: Cross-sectional household survey, during the period between August 2015 and January 2016
- * Data collection instruments: semi-structured questionnaires and Focus Group Discussions
- Sample size: 116 Organic pineapple farmers and 3 organic export companies



□ Management techniques were explored by descriptive

methods including percentages and ANOVA

The logit model estimated the factors that influence

the organic farmers' market choice options

5. RECOMMENDATIONS

- Enhancement of pineapple value addition strategies e.g pineapple drying by farmers and companies to enable pineapple product differentiation
- Establish and develop local organic niche markets, so far lacking
- Establishment of market alternatives by export companies in the import markets (e.g supermarkets), in addition to specialised organic stores

6. REFERENCES

• Kwikiriza, N., Mugisha, J., Kledal, P.R., Karatininis, K. and Namuwooza, C.

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	Coefficient	Odds Ratio	
Variables	(Std. Err.)	(Std. Err.)	P value
Conventional market price	-6.76	0.01	
during peak season (USD/kg)	(2.87)	(0.03)	0.02
Annual pineapples harvested	0.10	1.11	
(tons)	(0.05)	(0.05)	0.03
	-1.01	0.36	
Annual pineapples lost (tons)	(0.40)	(0.15)	0.01
Pineapple marketing	-0.09	0.92	
experience (years)	(0.04)	(0.04)	0.03
Number of years spent in	0.32	1.37	
contract	(0.18)	(0.24)	0.07
Distance from pineapple farm	-0.02	0.98	
to the main market (km)	(0.01)	(0.01)	0.03
Annual quantity of dry	-0.03	0.99	
pineapples sold (kg)	(0.01)	(0.01)	0.01

(2016). Tracing Uganda's global primary organic pineapple value chain. African *Crop Science Journa*l, 24(1):15-33.

UNCTAD. (2008). Certified organic export production. Implications for economic welfare and gender equality among smallholder farmers in tropical Africa. United Nations Conference on Trade and Development, Geneva, Switzerland.

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22,896.22 10.039 (6.785)(155,346.70)0.14

Number of observations = 116 Wald chi2(15)= 36.060Prob > chi2 = 0.002Pseudo R2 = 0.521Log pseudo likelihood = -34.811







Tropentag, September 20-22, 2017, Bonn "Future Agriculture: Socio-ecological transitions and bio-cultural shifts"